

CLERK'S SUMMARY OF AGENDA ACTION
AND OFFICIAL MINUTES
GOVERNMENTAL STRUCTURE TASK FORCE
AUGUST 24, 2005

The Governmental Structure Task Force convened at 2:18 p.m. on August 24, 2005 in the County Commission Chamber on the second floor of the Stephen P. Clark Center, 111 Northwest First Street, Miami, Florida, there being present Chairman Dennis C. Moss and Commissioners Sally Heyman and Natacha Seijas; (Commissioner Rebecca Sosa was absent); Deputy County Manager Pete Hernandez; Assistant County Attorney Abigail Price-Williams; and Deputy Clerk Linda Derleth.

I. Introduction and Welcome

Chairman Moss welcomed everyone to today's Task Force meeting and thanked Commissioners Heyman and Seijas for their attendance.

II. Public Communications Plan

Ms. Paula Musto, Interim Director, Communications Department, stated at the last Task Force meeting of June 28, 2005 the Department presented a plan that could be implemented if the Task Force members decided to schedule a series of town hall meetings to inform the public of County services. Ms. Musto noted the Department was prepared to implement any plan that was selected by the Task Force to inform the public.

Commissioner Moss stated that due to recent events, the track of the Task Force had changed and he proposed not having any more community meetings. Instead, he suggested developing a resident satisfaction survey.

Commissioner Heyman agreed and asked Ms. Musto to look into the effectiveness of topic-specific meetings. She then asked Ms. Musto to determine the most effective way to inform the public regarding hurricane preparation, including the best way to dispose of bulky trash. Commissioner Heyman asked that Ms. Musto include in her assessment the assistance required for the entire coastal area of the County.

Commissioner Heyman also asked Ms. Musto for the names of County employees in various departments who would be resource persons for Commissioners who were invited to speak at various events.

Following discussion, it was moved by Chairman Moss that the Task Force request a survey of County residents be conducted to determine what they thought would be the most effective way to communicate with them, and he recommended that the Florida International University Metropolitan Center conduct this survey. This motion was

seconded by Commissioner Seijas, and upon being put to a vote, passed by a vote of 3-0, (Commissioner Sosa was absent).

Chairman Moss recommended the Task Force review the residents' survey and then meet with County departments to develop a communications plan to be introduced to the community.

III. Discussion on Final Report

Chairman Moss stated the Task Force's final report would be deferred until the end of 2005 to enable the Task Force to consider other issues.

IV. Results-Oriented Government Ordinance

Ms. Jennifer Glazer-Moon, Director, Office of Strategic Business Management, stated on July 7, 2005 the Board of County Commissioners adopted the Results-Oriented Government Ordinance sponsored by Chairman Martinez, which codified the process staff established for strategic planning, business planning, resource allocation, and management accountability. She noted the strategic plan would be the basis for a department's business plan, and the resource allocation plan was based on departmental business plans. Ms. Glazer-Moon explained the County's community scorecard procedures and indicated all of the foregoing information was linked to the management appraisals of County executives.

Commissioner Seijas suggested that the County's scorecard survey be conducted at the same time each year.

V. Information Items

a. Procurement Updates –User Access Program (UAP)

Commissioner Heyman asked that staff be diligent in preparing answers to directives from members of the Board and that specific details be provided.

Commissioner Seijas directed a series of comments to Mr. Howard Piper, Department of Procurement Management, regarding the UAP.

Mr. Howard Piper stated staff was developing an extensive marketing and outreach plan to share the benefits of the UAP with municipalities and agencies statewide, and subsequent phases would focus on government and procurement agencies and on a national level.

Commissioner Moss asked that Mr. Piper confer with Commissioner Seijas regarding procurement updates and obtain feedback from some of the small vendors. Commissioner Moss also asked that this item be placed on the agenda for the next Task Force meeting.

b. Community Periodicals Update

Commissioner Seijas expressed concern that only one newspaper had an article by Chairman Martinez regarding the Cuban Independence Day celebration, even though seven press releases were issued. She asked Ms. Paula Musto, Interim Director, Communications Department, to develop a procedure to publicize future events.

Commissioner Moss expressed his desire that the Community Periodicals Program become a valuable program for the County. He asked Ms. Musto to develop a master plan in order to maximize efficiency of periodicals and other media outlets. Commissioner Moss asked Ms. Musto to explore the feasibility of requesting various community periodicals to insert into their newspapers the "Chamber Gazette," the newspaper initiated by BCC Chairman Martinez, and that this matter be included on the agenda for the next Task Force meeting on September 27, 2005. Commissioner Moss also asked Ms. Musto to review the use of radio and to develop a comprehensive advertising program that would include the community newspapers as an integral part of the County's advertising.

Commissioner Moss asked Assistant County Attorney Abigail Price-Williams to review legal advertising requirements and determine whether repeated legal language was needed for each public hearing or whether the advertisements could be listed with one opening paragraph listing the public hearings.

Commissioner Heyman requested that Ms. Musto develop a program to reduce the cost of advertising sunshine meetings and still inform the public of these meetings. She expressed concern that the Miami Herald Neighbors section would publish stories in certain Neighbors editions and not in other editions that were distributed in the same Commission district.

Ms. Musto suggested the County could publish brief advertisements that would direct people to the County's website for additional information.

Commissioner Moss asked Ms. Musto to explore the feasibility of reducing the County's advertising expenses by consolidating advertising and to report to the Task Force at the next meeting of September 27, 2005.

Commissioner Heyman requested Ms. Musto explore the feasibility of the County submitting advertisements to mainstream newspapers by subject matter and title only with a reference to the County's website. Commissioner Heyman asked that Ms. Musto report to the Task Force at its next meeting of September 27, 2005.

Commissioner Moss presented a newspaper page as an example of County advertisements and noted the same statements were repeated many times on the page. He emphasized the importance of developing an appropriate community periodicals advertising program.

c. Recent County Awards and Recognitions

Deputy County Manager Pete Hernandez reported that the County had received many National Association of Counties (NACo) awards in 2005, including the Parks, Police, and Aviation Departments. He noted according to the 2005 Digital Counties Survey, an annual study by the Center for Digital Government and NACo, Miami-Dade County was one of the ten counties in the U.S. that had deployed technology on a grand scale to provide a high level of service to its residents

Chairman Moss noted the County had made major strides in technology.

NON-AGENDA ITEMS:

1. Chairman Moss welcomed Deputy County Manager Pete Hernandez as the new representative to the Task Force from the County Manager's Office. Chairman Moss expressed appreciation to Ms. Corinne Brody, Special Assistant for Strategic Planning Initiatives, for her work with the Task Force.
2. Commissioner Seijas noted Commissioner Diaz, Vice-Chairman of the Infrastructure and Land Use Committee, had taken on the responsibility of representing the Board of County Commissioners regarding preparations for Hurricane Katrina. Commissioner Seijas indicated Commissioner Diaz had met with all of the appropriate people, and he would be in the forefront of hurricane recovery, if needed.

Chairman Moss reminded the public to remain vigilant and watch television and listen to radio broadcasts regarding Hurricane Katrina.

There being no further business to come before the Task Force, the meeting was adjourned at 3:34 p.m.



Commissioner Dennis C. Moss
GSTF Chairman